



Cover Sheet for Written Examinations

(Can also be used in the examinations box.)

This sheet should always be submitted.

NB Any loose sheets must always be attached to the examination script

School Linneaus University		
Written examination in sub-component course 1FE171 Crosscultural communication, 4 hp		Examination code 1604
Course / degree programme ISM		
Date 2017-03-21	Time 09.00-13.00	Place CIL
Total number of pages submitted 8 incl. this one	Examination aids permitted In the exam hall provided dictionary	
Miscellaneous Mark all papers with name, personal number and the number of the question the text relates to.		
Teacher responsible for examination Michael Råberg		Visited examination hall <input type="checkbox"/> Yes Time <input checked="" type="checkbox"/> No
Can be reached on the following telephone number Time		

Examination coversheet <input type="checkbox"/> Yes, coversheet can be distributed (answers should be written on the loose pieces of paper) <input type="checkbox"/> No, coversheet cannot be distributed (answers should be written on the question sheet)		
NB Code should be written in ink		
Examinee's code		
Programme / course		
No. of credits	Grade	Teacher code

Instructions

Examination scripts can be handed in at the earliest after 50 minutes after the start of the examination (any late examinees are thereby given the opportunity to participate). Examinees should always bring ID with them.

ID shown <input type="checkbox"/> Yes <input type="checkbox"/> No	Examination script submitted at (time)	Signature of invigilator
--	--	--------------------------

Exam, fist try 2017, Crosscultural Communication 7.5hp
GOOD LUCK !!!

1. Stereotyping is discussed in the book *Communication between cultures*. Take this headline as a start for a discussion about the negative aspects of stereotypes, and how they can be avoided. Start your discussion by explaining what a stereotype is and include examples in your answer. (10 points)

2. The close connection between language and culture is well established. Several examples are given in the book *Communication between cultures* where the authors discuss Spanish, Chinese, Korean, Japanese, Arabic and English. Your task is to give four examples of how cultural values can be detected in the way four different languages are used in business. Do not forget to motivate your examples. You are free to choose other languages than them mentioned in the book. (13 points)

3. Explain the concept of "***glocalisation***" and involve into your answer how does it differ from "*globalisation*"? (10 points)

4. Explain the phenomenon of "***Family and values***" in a global context (total 20 points)
- * Take ***two(2) countries of YOUR choice*** and comment on the differences about "Family and values" that you know of.
 - * Has the phenomenon changed over time? From the differences that you have identified, explain which ones are pertinent, according to you, in today's ***MODERN*** human culture.

5. Explain and discuss the terms "***consumerism and planned product obsolescence***" and give your own opinion on the impact they could have today and also include the challenges for international businesses in the future. (15 points)

6. Explain and relate the theory of Hofstede's dimensions to the cultural environment for **TWO COUNTRIES OF YOUR OWN CHOICE**? How do they apply to the country of your choice? Give suitable examples. (22 points)

7. Explain why language is such a crucial key to understand intercultural communication? You could if possible give personal examples to explain your answer. (10 points)